

# GLOSSARY

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## GLOSSARY

- Backlight** - To light an outdoor board illuminated from a position more or less behind.
- Backlit Packs** - Bulletins with a backlight cigarette pack.
- Banner** - A display poster for retail advertising, especially one draped over a wire or cord so as to be readable from both sides.
- Billboard** - 1) A flat upright structure for the display of outdoor advertising. 2) An outdoor advertising panel of twenty-four or thirty sheet poster size.

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## GLOSSARY

**Bleed Poster**

- A poster used on a billboard without a white border.

**Bulletin Spectacular**

- A semi-permanent outdoor sign, usually painted, as opposed to an outdoor board utilizing printed poster paper.

**Circulation**

- In outdoor, the number of people passing who have a reasonable opportunity to see a poster; also called daily effective circulation. Gross circulation in outdoor consists of everyone who passes a poster location regardless of the mode of transportation and opportunity to see the poster.

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## GLOSSARY

- DEC - Daily Effective Circulation - (In outdoor advertising) an estimate of the number of passengers who might reasonable be considered capable of seeing an outdoor advertisement. Calculated as half of pedestrian, truck, and automotive traffic, and one quarter of public transit riders, by the Traffic Audit Bureau."
- Duplication - The percentage of people in one outdoor vehicle's audience who also are exposed to another outdoor vehicle.

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## GLOSSARY

- Electric Spectacular - An outdoor advertisement whose words and designs are formed by lights.
- Embellishment - A shaped piece which extends a visual image beyond its customary frame, as in a storyboard cell or outdoor bulletin; in outdoor, a standard embellishment size is 5'6" at top, 2' at its sides, and 1' to 2' at its base.
- Facing - In outdoor advertising, the number of billboards (or panels ) at one location, facing in the same direction. A single facing is one billboard. A double facing is two (if separated by no more than twenty-five feet). A triple facing is three (if separated, etc.).

## GLOSSARY

- Flagging - The peeling of outdoor posters at corners and edges.
- Flex Face - Bulletin treatment applying computer images to vinyl sheets.
- Frequency - In media, the number of times that the average household or person is exposed to a vehicle, schedule, or a campaign within a given period of time.

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## GLOSSARY

- Gross Rating Points (GRPs) - Refers to the summation of all the ratings of all the media vehicles in a campaign. For example, 10 television spots, each of which averages a 15 rating, deliver 150 gross rating points. (One rating point makes an audience of one percent of the coverage base.) Gross rating points include duplication. For a single insertion in a single vehicle, GRPs are identical with rating points or coverage.

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## GLOSSARY

- Head-On Position** - An outdoor advertising poster or painted display directly facing oncoming traffic.
- Illumination** - Lighting which gives someone the ability to see a billboard at night.
- Load Factor** - The average number of persons in a vehicle applied to raw traffic figures.
- Marquees** - Message boards outside locations where groups gather.
- Neons** - Electronically lighted lettering above outdoor bulletins.

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## GLOSSARY

### One-Sheet

- A poster typically displayed on station platforms. Size: 46" x 30".

### Painted Bulletin

- This structure is approximately 50 feet long by 15 feet high and has a molding around the outer edges similar to a poster panel, but the copy message is painted on the face of this steel structure as contrasted to the poster panel.

### Painted Display

- An outdoor structure or wall on which copy is painted as contrasted with the "posters" conventionally used.

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## GLOSSARY

**Parallel Location** - An outdoor advertising location in which the poster panel is parallel to the road. In this position, it has the potential of being viewed by traffic moving in both directions. The conventional panel is angled in such a way that is readily visible to traffic moving in only one direction.

**Pernanents** - A bulletin form that remains in one location for an extended period of time.

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## GLOSSARY

### Plant Operator

- This term is applied to the company that owns and maintains poster panels in any given market. The "plant operator" rents space on his poster panels to advertisers in 30-day units. He leases or owns the land on which the poster panel is erected.

### Porta-Panel

- A mobile poster panel which may be wheeled to a given location. Frequently used for merchandising purposes at retail outlets.

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## GLOSSARY

- Poster Panel** - A printed advertisement for use out-of-doors. In outdoor, the standard size is 24-sheet (8'8" high x 19'6" long). The 30-sheet (9'7" x 21'7") is the usual maximum size and can be pasted on the same size panel as a 24-sheet. Smaller posters such as 3-sheet (6'8" x 3'3"), 6-sheet (4'4" x 9'10"), and 7-sheet (8'0" x 7'0") are usually located in or close to retail outlets.
- Poster Plant** - The organization which builds and services poster panels and hangs poster sheets on them displaying illustration and/or message of advertiser.

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## GLOSSARY

Poster Showings - Units in which poster advertising is sold and which generally indicate the amount of exposure that will be generated in one month. Numbers 50, 100 and 200 are common units; a 50 may be assumed to provide substantial coverage; 100 coverage is on most major streets, and 200 maximizes coverage.

Poster Dates and Periods - A posting date is the date when an outdoor showing is to be up and displayed. However, to allow for scheduling problems, a five-day grace period is allowed. The usual posting period is one month.

## GLOSSARY

Reach

- The number or percent of different homes or persons exposed at least once to an advertising schedule in one or more vehicles over a given period of time.

Riding the Showing

- A physical inspection, usually by car, to simulate the audience's exposure to the outdoor advertising panels comprising a showing. The talent is to determine that the individual panels are acceptable, or if not, to select substitutes.

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## GLOSSARY

### Rotating Paint

- An outdoor advertising procedure in which the advertiser's message is rotated from one painted display location to another at stated intervals in order to achieve more complete coverage of a market. Each location is pre-determined at the time the contract is negotiated. (Also called Rotating Painted Bulletins.)

### Saturation Showing

- (In outdoor advertising) a showing well above #100-intensity.

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## GLOSSARY

- Spectacular - A large and elaborate outdoor advertising display with vivid color, special lighting effects, animation, or the like.
- Spotted Map - A map of a locale, such as a city, town, or market, marked to show the location of a set of outdoor advertisements.
- T.A.B. - The Traffic Audit Bureau. An organization sponsored by outdoor advertising plants, advertising agencies, and national advertisers for the purpose of authenticating circulation as related to outdoor advertising.

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## GLOSSARY

### 30-Sheet Poster

- An outdoor advertising space providing a copy area measuring 21 feet 7 inches by 9 feet 7 inches, usually covered with a single poster printed in sections on 12 paper sheets.

### Traffic Counts

- A term used to describe the number of individuals passing a location.

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## GLOSSARY

**Transit Advertising** - A national advertising medium that meets the specifications normally required of major advertising media (standardization, certified circulation, measurement). Transit is essentially two media: Inside and Outside Transit Advertising.

**Trim** - A border or molding strip used to frame an outdoor advertisement.

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